

# **MADISON AREA MUNICIPAL STORMWATER PARTNERSHIP 2018 ANNUAL INFORMATION AND EDUCATION WORK PLAN**

**DISTRIBUTED TO PARTNERSHIP MEMBERS ON DECEMBER 14<sup>TH</sup>, 2017**

The Madison Area Municipal Stormwater Partnership (MAMSWaP), under the auspices of a five-year memorandum of understanding through 2018, currently consists of 22 entities that have agreed to jointly implement stormwater outreach to reduce negative stormwater impacts. Members include the Cities of Fitchburg, Madison, Monona, Middleton, Stoughton, Sun Prairie and Verona; the Villages of Cottage Grove, Cross Plains, DeForest, Maple Bluff, McFarland, Shorewood Hills, Waunakee and Windsor; the Towns of Burke, Blooming Grove, Madison, Middleton, Westport; Dane County and the University of Wisconsin–Madison.

The MAMSWaP Information and Education (I&E) Committee assists the Dane County Stormwater Education Coordinator (SWEC) with development and implementation of projects and plans. Regular participation on the I&E Committee has included representatives from the Cities of Fitchburg, Madison, and Stoughton, Village of DeForest, Town of Westport, Dane County, Madison Metropolitan Sewerage District (MMSD), Wisconsin Department of Natural Resources (WDNR), AECOM, the University of Wisconsin Extension and UW Madison.

The MAMSWaP Annual I&E Work Plan seeks to meet or exceed the minimum requirements and elements outlined in the current WPDES Permit Number WI-S058416-3 (effective July 1, 2009 – June 30, 2014 and continuing until permit re-issuance); and, WPDES Permit Number WI-S050075-2 (May 1, 2014 – April 30, 2019) for the Village of Cottage Grove and City of Stoughton; and, WPDES Permit Number WI-S05018-1 (May 1, 2014 – April 30, 2019) for the Village of Cross Plains, by developing and implementing a coordinated, regional outreach effort using consistent messages among and between communities to reduce the quantity and improve the quality of urban stormwater runoff and identify and eliminate illicit discharges. Numbered items are the specific elements from the permit language. Language for elements C(1)(b)(6) and (7) has been updated to reflect permit reissuance language anticipated by Wisconsin Department of Natural Resources staff. Proposed activities addressing the following required permit elements for 2018 are listed in Table 1.1.

**C(1)(b)(1).** Promote detection and elimination of illicit discharges and water quality impacts associated with such discharges from municipal separate storm sewer systems.

**C(1)(b)(2).** Inform and educate the public about the proper management of materials that may cause stormwater pollution from sources including: automobiles, pet waste, household hazardous waste and household practices.

**C(1)(b)(3).** Promote beneficial onsite reuse of leaves and grass clippings and proper use of lawn and garden fertilizers and pesticides.

**C(1)(b)(4).** Promote the management of streambanks and shorelines by riparian landowners to minimize erosion and restore and enhance the ecological value of waterways.

**C(1)(b)(5).** Promote infiltration of residential stormwater runoff from rooftop downspouts, driveways and sidewalks.

**C(1)(b)(6).** Inform and where appropriate educate those responsible for the design, installation and maintenance of construction site erosion control practices and stormwater management facilities on how to design, install and maintain the practices.

**C(1)(b)(7).** Identify businesses and activities that may pose a stormwater contamination concern, and where appropriate, educate specific audiences on methods of stormwater pollution prevention.

**C(1)(b)(8).** Promote environmentally sensitive land development designs by developers and designers.

## **Municipal Responsibilities**

It is not enough for municipalities to merely be an actively paying contributor to the Partnership. There are specific actions each municipality must do. For example, while MAMSWaP has created a useful website, each municipality needs to link to [www.ripple-effects.com](http://www.ripple-effects.com). Other examples include:

- using the articles and other tools developed for municipalities in municipal newsletters or utility bill inserts,
- using displays developed for municipalities,
- providing information on municipal web sites and social media sites
- issuing press releases to local newspapers, and
- implementing storm drain marking programs.

Municipalities must document in their reports to WDNR how they have used the materials developed by the I&E Committee.

## **Additional Activities and Ongoing Tasks**

The actions listed below are completed and/or implemented annually by the SWEC and consume a considerable amount of the half-time hours available.

- Quarterly reporting to member municipalities.
- Biennial reporting to WDNR.
- Bill municipalities and track payments.
- Develop annual work plan.
- Develop/provide presentations focused on audience interests/concerns.
- Maintain and use existing listserv and distribution lists and develop new lists (as needed) to disseminate information.
- Continue providing organizations and community groups' assistance and collaborating with projects.
- Promote and advocate for stormwater focused trainings, webinars and lectures for contractors, municipal staff, designers and developers.
- Search and promote grant opportunities to fund stormwater practices or programs for municipalities, citizens, schools, water groups, businesses, etc.

- Promote stormwater related resources including: curriculum developed for MAMSWaP, A Reflection of Us All DVD and other videos on stormwater practices, the Dane Co. Erosion Control and Stormwater Management Manual, and the Enviroscope model.
- Continue to coordinate outreach with other local water groups.

## **Acknowledgments**

The Madison Area Municipal Stormwater Partnership's 2018 Annual Information and Education Work Plan was developed by the MAMSWaP I&E Committee. Committee member expertise, input and municipal cooperation was crucial for plan development and will continue to play an integral role in addressing stormwater runoff in Dane County. Thank you to everyone who helped.

### **I&E Committee Members Contributing to the 2018 Annual I&E Work Plan**

Bill Balke, City of Fitchburg

Jeremy Balousek, Dane County Land and Water Resources Department

Kelli Bialkowski, Village of DeForest

Christal Campbell, Dane County Land and Water Resources Department

Chris Egger, UW–Madison

Rick Eilertson, AECOM

Phil Gaebler, City of Madison

Mindy Habecker, Dane County – UW Extension

Sue Jones, Dane County Land and Water Resources Department

Kathy Lake, Madison Metropolitan Sewerage District

Kim McCutcheon, Wisconsin Department of Natural Resources

Rodney Scheel, City of Stoughton

Tom Wilson, Town of Westport

For more information, visit [www.ripple-effects.com](http://www.ripple-effects.com) or contact Christal Campbell at 608-224-3746 or [campbell.christal@countyofdane.com](mailto:campbell.christal@countyofdane.com).

**Table 1.1 – 2018 MAMSWaP Information and Education Activities**

<b><u>Activity</u></b>	<b><u>Notes</u></b>	<b><u>Responsible Parties/Partners</u></b>	<b><u>Timing</u></b>	<b><u>Performance Goal</u></b>	<b><u>Permit Requirement Addressed</u></b>
1. Develop and distribute articles and messages with stormwater BMP's to municipalities and water groups.	Create seasonal communication toolkits with articles, FB posts, graphics, etc.	SWEC MAMSWaP Communities	Jan-Dec	Create and distribute at least 4 seasonal communication toolkits to partners.	C.1.b.1 C.1.b.2 C.1.b.3 C.1.b.5 C.1.b.7
2. Continue work on web-based interactive map of MAMSWaP area watersheds and sewerhed including: municipal boundaries, control practices and stormwater drainage networks, BMPs.	Integrate info to promote reporting of illicit discharge, BMPs.	SWEC MAMSWaP Communities	Jan-Dec	Continue to add to base map using data from partners.  Start to identify where practices/projects are implemented on map (rain gardens, storm drain murals, etc.)  Build into existing Ripple Effects web site.	C.1.b.1 C.1.b.5 C.1.b.7 C. 1.b. 8
3. Promote and use educational tools targeting the K-12 <sup>th</sup> grade audience (storm drain marking, Enviroscape, Stormwater Curriculum, watershed game).	Distribute Stormwater Education Tools brochure to formal and non-formal educators and groups.	SWEC MAMSWaP Communities	Jan-Dec	Use tools in at least 5 presentations geared at the K-12 audience.  Check out stormwater education tools to at least 5 educators/groups through the UW Extension Natural Resources Education Center.	C.1.b.1 C.1.b.2 C.1.b.4
4. Design and paint 20 storm drain inlets to raise awareness that runoff drains to local waters and is not treated.	Work with Dane Arts Mural Arts (DAMA), Dane County Office of Lakes and Watersheds, and local municipalities to select suitable locations.	SWEC DAMA MAMSWaP Communities	Jan- Aug	Work with 10 Dane County schools to create and paint 10 unique inlet designs.  Work with local artists to create and paint 10 unique inlet designs.	C.1.b.1
5. Collaborate with WI Salt Wise partners to promote, develop and distribute resources to reduce chloride containing deicers and encourage using the right amount for safety.	Update WI Salt Wise web site. Update toolkit with articles, FB posts, graphics, posters, etc.	WI Salt Wise partners SWEC MAMSWaP Communities	Nov-Feb	Update and distribute WI Salt Wise communication toolkit.	C.1.b.2 C.1.b.7
6. Collaborate with WI Salt Wise partners to offer winter	2 trainings	WI Salt Wise Partners	Sept-Oct	Hold 2 winter maintenance trainings with at least 40 participants total.	C.1.b.2 C.1.b.7

maintenance training in Dane Co. area.		SWEC			
7. Implement leaf-free streets for clean waters campaign aimed at keeping streets leaf free before the rain.	Articles, FB posts, rain alerts, graphics, advertising, flyers, door hangers etc.	SWEC MAMSWaP Communities Water-related groups	Aug-Oct	Update and distribute leaf-free streets community engagement toolkit.	C.1.b.3
8. Implement Plant Dane Program.	Coordinate ordering, update web site, develop materials, promote, and manage orders and pick up event.	SWEC MAMSWaP Communities	Jan-Mar	Create and distribute Plant Dane toolkit.  Solicit and collect donations for at least 3 community projects.  Sell at least 10,000 native plants through Plant Dane Cost Share Program.	C.1.b.3 C1.b.4 C.1.b.5
9. Offer advanced rain garden workshop to assist residents/groups looking to install a rain garden.	Solicit help from partners/professionals to staff tables on design, plant selection, installation and maintenance.	SWEC MAMSWap Communities	Mar	Hold advanced rain garden workshop with at least 15 participants.	C.1.b.5
10. Integrate new Ripple Effects brand into future campaigns and programs.	All programs will be linked visually following Ripple Effects Design Guide criteria.	SWEC	Jan-Dec	Ripple Effects brand will be integrated into all campaigns and outreach programs.	N/A
11. Make updates to Ripple Effects web site to keep site fresh and current.	Use new Dane. Co. content management system template. Monitor analytics and try to boost hits and time on site.	SWEC	Jan-June	Update content and organize Ripple Effects web site to better engage partners and citizens in stormwater practices.  Create more links to promote other county and partner program.  Increase visits to site compared to 2017.	N/A
12. Develop and distribute survey to evaluate knowledge and behavior change related to stormwater issues.	Survey will be designed to compare against previous survey conducted in 2013-14.	SWEC MAMSWaP Communities University or College partner	June-Dec	An online and paper version of the survey will be distributed in late 2018/early 2019 to residents of MAMSWaP communities.	N/A

13. Develop 5 Year Intergovernmental Agreement to Fund Position for Stormwater Information, Education and Outreach Coordinator for MAMSWaP (2019-2024).	Model after past 5-year Intergovernmental Agreement	SWEC MAMSWaP Communities	Sept.- Dec.	Agreement will be approved and signed by all MAMSWaP municipalities contributing funds for I&E Services by Dec. 31 <sup>st</sup> .	N/A
14. Develop MAMSWaP 5-year Information and Education Plan (2019-2024)	Model after past 5-year I&E Plan	SWEC MAMSWaP Communities	Jul.-Nov.	Plan will be approved by the MAMSWaP I&E Committee by Dec. 31 <sup>st</sup> .	All